

FPA of Maryland Public Relations Committee
Committee Report for March 3rd, 2005 Board Meeting
Michael E. Kitces - Chair

Mission

The mission of the Public Relations committee is to promote the value of financial planning to the public, and to increase public awareness of financial planners and the planning process.

Current Committee Members

- Michael Kitces (chair)
- Illa Amerson
- Michael Goldstein
- Mary Dunlap
- Harry Olson (radio show)

Committee Meetings

The committee met in-person at the January group session, and brainstormed new activities for 2005. Follow-up discussion of these activities has been conducted by email. The next in-person meeting for the Public Relations committee is planned for the May Super-CE meeting.

2005 Goals & Activities

1. Enhanced Media Campaign – maintain a list of 50+ local media members, and an additional 25-50 national media members, to receive regular contact from the FPA of Maryland, including:

- Monthly distribution of Financial Planning Perspectives articles
- Bi-weekly distribution of financial-planning-related story ideas
- Regular reminders of the availability of Maryland financial planners to serve as sources for media stories

In addition, the Public Relations 2005 media campaign includes the distribution of local and national financial planning media requests to interested members of the FPA of Maryland.

2. WCBM Radio Show – continue the existing WCBM radio show through April of 2005, under the guidance of Harry Olson.

3. College Outreach – this new Public Relations initiative for 2005 would involve reaching out to local colleges and attempting to develop financial planning educational material pertinent to graduating college students. Chapter members would be solicited to give the developed presentations.

4. National Financial Planning Week Press breakfast/lunch – this new Public Relations initiative for 2005 would involve development two press breakfast/lunches as a part of National Financial Planning Week. Local media contacts would be invited, and a brief program would introduce them to the FPA of Maryland and the importance and benefits of financial planning and using financial planners as sources for stories/articles.

5. Increase committee membership – Many 2004 Public Relations committee members did not return in 2005 for personal reasons, and new interest in Public Relations has been light. The Public Relations committee desperately needs additional members to better support the achievement of its 2005 goals and activities. In addition, there is no currently interested member to potentially become committee chair for 2006.